

Career & Technical Education: Marketing, Management, and Entrepreneurship Introduction

The American Marketing Association defines marketing as “the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.”

Marketing involves, but is not limited to, such diverse activities as selling, marketing-information management, advertising, product design, distribution, pricing, purchasing, and financing. It is performed in profit and nonprofit businesses, organizations, and agencies of all types and sizes. Marketing is, therefore, a multi-faceted, critical business function that is interwoven with such social sciences as economics, psychology, and sociology. Its successful performance depends on the application of mathematics and communication skills and the use of critical thinking and problem solving.

Marketing is characterized as dynamic and changing. However, the pace at which marketing is changing has accelerated due to environmental shifts taking place in the business world: downsizing, outsourcing, mergers, international competition, world markets, and technological innovations.

CTE: Marketing, Management, and Entrepreneurship is a distinct discipline that integrates concepts and applications throughout the curriculum.

- **Academic Concepts:** The study of marketing incorporates many academic understanding, including mathematics, reading, writing, speaking, sociology, psychology, and geography.
- **Technology Applications:** The successful implementation of marketing activities requires the ability to evaluate, select, and apply technology tools and resources.

Marketing employment opportunities are quite diverse and are integrated in all industries. They include a variety of marketing functions at various occupational levels. The levels of responsibility range from entry-level positions through business owner. Individuals employed in marketing positions may specialize in one or more of the marketing function (i.e., distribution, financing, marketing-information management, pricing, promotion, product/service management, and selling), or they may require a broad understanding of all marketing functions as would be needed by a business owner or manager.

In today’s society, individuals face a competitive environment that demands creative, innovative solutions to new problems and new opportunities. Students must be prepared to understand the demands of others, analyze the fast-changing environment, and formulate responsive, rational, and proactive approaches to decision making.

ENTREPRENEURSHIP ACADEMY

5966

CIP Code: 52.0701 Entrepreneurship/Entrepreneurial Studies

Entrepreneurship Academy is designed as the capstone course in a specialized sequence of marketing and marketing related courses, which provide instruction in marketing, management, and entrepreneurial fundamentals as they relate to starting and operating a business. This curriculum is based upon the *National Standards for Marketing Management, Entrepreneurship, and Business Administration*. *Entrepreneurship Academy* is a specialized marketing course designed to enable students to acquire the knowledge and develop the skills needed to effectively organize, develop, create, and manage their own business. Topics addressed include assessment of entrepreneurial skills, the importance of business ethics, and the role of entrepreneurs in a global economy. Instructional strategies may include a school-based enterprise, computer/technology applications, real and/or simulated occupational experiences, and projects available through the BPA or DECA programs of co-curricular activities. Students will develop a written business plan for a business of their choice. Curriculum should be incorporated into development of a business plan throughout the term of the course.

- Recommended Grade Level: 11-12
- Recommended Prerequisites: Marketing Foundations and Accounting. Economics should be taken concurrently with first semester of course.
- Credits: A two- to eight-credit course over two to eight semesters
- A Core 40, Core 40 with Academic Honors, and Core 40 with Technical Honors diploma elective and directed elective course
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- A capstone course for an Entrepreneurship Academy
- Course content standards and performance expectations and Indiana Academic Standards integrated:
<http://www.doe.state.in.us/octe/bme/curriculum/contentstandardsme.htm>
- Teacher Requirements: A vocationally licensed (CTE) marketing teacher must teach this course <http://doe.state.in.us/dps/licensing/assignmentcode>
- Funding: State Additional Pupil Count (APC) vocational funding available and must be taught by a vocationally licensed marketing teacher <http://ideanet.doe.state.in.us/octe/>
- Career Clusters: A component for several career pathways in the Business, Management & Administration, Marketing, Sales & Service and Finance career clusters. A recommended component for career pathways in all Indiana career clusters

FASHION MERCHANDISING

5962

CIP Code: 52.1902 Fashion Merchandising

Fashion Merchandising is a specialized marketing course providing instruction in the marketing of apparel and accessories of all kinds. Emphasis is placed on oral and written communications, problem solving and critical thinking skills as they relate to apparel design, selling, pricing, distribution, fashion promotion, visual merchandising, fashion cycles, fashion theories, and career opportunities in the fashion industry. Instructional strategies may include a school-based enterprise, computer/technology applications, real and/or simulated occupational experiences, and projects in the marketing functions such as those available through the DECA program of co-curricular activities.

- Recommended Grade Level: 11-12
- Recommended Prerequisite: Marketing Foundations
- Credits: A two- to four-credit course over two or four semesters
- A Core 40, Core 40 with Academic Honors, and Core 40 with Technical Honors diploma elective and directed elective course
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Course content standards and performance expectations and Indiana Academic Standards integrated:
<http://www.doe.state.in.us/octe/bme/curriculum/contentstandardsme.htm>
- Teacher Requirements: A vocationally licensed (CTE) marketing teacher must teach this course <http://doe.state.in.us/dps/licensing/assignmentcode>
- Funding: State Additional Pupil Count (APC) vocational funding available and must be taught by a vocationally licensed marketing teacher <http://ideanet.doe.state.in.us/octe/>
- Career Clusters: A component for several career pathways in the Marketing, Sales & Service career cluster

HOSPITALITY, TRAVEL, AND TOURISM

5982

CIP Code: 52.0904 Hotel/Motel Administration/Management or 52.1905 Tourism and Travel Services Marketing Operations

Hospitality, Travel, and Tourism is a specialized marketing course designed for students interested in careers in the hospitality, travel, and tourism industry. Community/classroom experiences are applied to classroom instruction in marketing-information management, pricing, product/service management, promotion, and selling in the hospitality, travel, and tourism industry. Instructional strategies may include computer/technology applications, real and/or simulated occupational experiences and projects in the marketing functions such as those available through the DECA program of co-curricular activities.

- Recommended Grade Level: 11-12
- Recommended Prerequisite: Marketing Foundations
- Credits: A two- or four-credit course over two or four semesters
- A Core 40, Core 40 with Academic Honors, and Core 40 with Technical Honors diploma elective and directed elective course
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Course content standards and performance expectations:
<http://www.doe.state.in.us/octe/bme/curriculum/contentstandardsme.htm>
- Teacher Requirements: A vocationally licensed (CTE) marketing teacher must teach this course <http://doe.state.in.us/dps/licensing/assignmentcode>
- Funding: State Additional Pupil Count (APC) vocational funding available and must be taught by a vocationally licensed marketing teacher <http://ideanet.doe.state.in.us/octe/>
- Career Clusters: A component for several pathways in the Marketing, Sales & Service and the Hospitality & Tourism career clusters.

MARKETING ADVANCED

5918

CIP Code: 52.1499 Marketing, Other

Marketing Advanced is a marketing course that builds upon the foundations of marketing and applies the functions of marketing at an advanced level. Instructional strategies include project-based and research-based activities requiring critical thinking and problem solving skills. School-based enterprise, computer-technology applications, real and/or simulated occupational experiences, and projects in the marketing functions such as those available through the DECA program of co-curricular activities may be included.

- Recommended Grade Level: 11-12
- Recommended Prerequisite: Marketing Foundations or a specialized marketing course
- Credits: A two-credit course over two semesters
- A Core 40, Core 40 with Academic Honors, and Core 40 with Technical Honors diploma elective and directed elective course
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Course content standards and performance expectations and Indiana Academic Standards integrated:
<http://www.doe.state.in.us/octe/bme/curriculum/contentstandardsme.htm>
- Teacher Requirements: A vocationally licensed (CTE) marketing teacher must teach this course <http://doe.state.in.us/dps/licensing/assignmentcode>
- Funding: State Additional Pupil Count (APC) vocational funding available and must be taught by a vocationally licensed marketing teacher <http://ideanet.doe.state.in.us/octe/>
- Career Clusters: A component for several pathways in the Marketing, Sales & Service career cluster

MARKETING FIELD EXPERIENCE (RELATED INSTRUCTION/ON-THE-JOB TRAINING)

5990

CIP Codes: 09.0903 Advertising, 52.0207 Customer Services Management, 52.0803 Banking and Financial Support Services, 52.0905 Restaurant/Food Services Management, 52.1803 Retailing and Retail Operations, 52.1804 Selling Skills and Sales Operations, 52.1899 General Merchandising, Sales and Related Marketing Operations, Other, 52.1904 Apparel & Accessories Marketing Operations. May use any CIP from Marketing and Business in addition to those listed above. (Based upon Student's Career Objective)

Marketing Field Experience is a marketing course that requires two components: related classroom instruction and cooperative work experience with school release time available. Time allocations are a minimum of fifteen hours per week of work-based learning and approximately five hours per week of school-based instruction. Students participating in this course will follow class, school, State, and Federal guidelines. Students will be paid in accordance with all State and Federal laws pertaining to employment. The instruction should be planned and organized around the activities associated with specific objectives and career clusters. The classroom instruction for the related instruction component may be a blend of both group and individual instruction. Instructional strategies may include a school-based enterprise, computer-technology applications, real and/or simulated occupational experiences, and projects in marketing functions such as those available through the DECA program of co-curricular activities.

- Recommended Grade Level: 11-12
- Recommended Prerequisite: Marketing Foundations or a specialized marketing course
- Credits: Grades and credits for related instruction and on-the-job training experiences are reflected under one course title for a total of six credits for the year. If an articulation or dual-credit agreement is in effect, the student may receive credit from a post-secondary institution.
- A Core 40, Core 40 with Academic Honors, and Core 40 with Technical Honors diploma elective and directed elective course
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Course content standards and performance expectations and Indiana Academic Standards integrated:
<http://www.doe.state.in.us/octe/bme/curriculum/contentstandardsme.htm>
- Teacher Requirements: A vocationally licensed (CTE) marketing teacher must teach this course <http://doe.state.in.us/dps/licensing/assignmentcode>
- Funding: State Additional Pupil Count (APC) vocational funding available and must be taught by a vocationally licensed marketing teacher <http://ideanet.doe.state.in.us/octe/>
- Career Clusters: A component for several pathways in the Marketing, Sales & Service and the Hospitality & Tourism career clusters. A recommended component for several career pathways in the following career clusters:
 - Agriculture, Food & Natural Resources
 - Arts, A/V Technology & Communications
 - Business, Management & Administration
 - Finance
 - Hospitality & Tourism
 - Manufacturing
 - Marketing, Sales & Service
 - Transportation, Distribution & Logistics
- Career pathway information: <http://www.doe.state.in.us/octe/facs/CrrClstrGrid.html>

MARKETING FOUNDATIONS

5914

CIP Code: 52.1801 Sales, Distribution, and Marketing Operations, General

Marketing Foundations is a marketing course that provides a basic introduction to the scope and importance of marketing in the global economy. Emphasis is placed on oral and written communications, mathematical applications, problem solving, and critical thinking skills as they relate to advertising/promotion/selling, distribution, financing, marketing-information management, pricing, and product/service management. Instructional strategies may include a school-based enterprise, computer/technology applications, real and/or simulated occupational experiences, and projects in marketing functions such as those available through the DECA program of co-curricular activities.

- Recommended Grade Level: 10-11
- Recommended Prerequisite: Computer Applications
- Credits: A two-credit course over two semesters
- A Core 40, Core 40 with Academic Honors, and Core 40 with Technical Honors diploma elective and directed elective course
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Course content standards and performance expectations:
<http://www.doe.state.in.us/octe/bme/curriculum/contentstandardsme.htm>
- Teacher Requirements: A vocationally licensed (CTE) marketing teacher must teach this course <http://doe.state.in.us/dps/licensing/assignmentcode>
- Funding: State Additional Pupil Count (APC) vocational funding available and must be taught by a vocationally licensed marketing teacher <http://ideanet.doe.state.in.us/octe/>
- Career Clusters: A component for several career pathways of the Business, Management & Administration, the Hospitality & Tourism, and the Marketing, Sales & Service career clusters. A recommended component for career pathways in all Indiana career clusters

MARKETING MANAGEMENT SEMINAR

5988

CIP Code: 52.1401 Marketing, Marketing/Management, General

Marketing Management Seminar is a marketing course that provides an opportunity for college-bound students to study marketing outside the traditional marketing education course offerings. Emphasis is placed on the functions of marketing. All students will be required to prepare and present a marketing research project utilizing the decision-making process. Additional instructional areas include leadership, management skills, and risk management. Instructional strategies may include a school-based enterprise, computer/technology applications, real and/or simulated marketing experiences, and projects in the marketing functions such as those available through the DECA program of co-curricular activities.

- Recommended Grade Level: 12
- Recommended Prerequisite: Computer Applications
- Credits: A one- or two-credit course over one or two semesters
- A Core 40, Core 40 with Academic Honors, and Core 40 with Technical Honors diploma elective and directed elective course
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- If an articulation agreement is in effect, the student may receive credit from a postsecondary institution
- Academic content standards: Based on student's individualized career objective; may use standards from other marketing and business courses
- Teacher Requirements: A vocationally licensed (CTE) marketing teacher must teach this course <http://doe.state.in.us/dps/licensing/assignmentcode>
- Funding: State Additional Pupil Count (APC) vocational funding available and must be taught by a vocationally licensed marketing teacher <http://ideanet.doe.state.in.us/octe/>
- Career Clusters: A recommended component for career pathways in all Indiana career clusters

RADIO/TV BROADCASTING/TELECOMMUNICATIONS

5986

CIP Code: 09.0701 Radio and Television or 09.0702, Digital Communication and Media/Multimedia

Radio/TV Broadcasting/Telecommunications provides instruction to develop and enhance competencies in various communication, marketing, media, production, and technical functions and tasks performed by employees, including management personnel, in radio/TV broadcasting and telecommunications occupations. Emphasis is placed on career opportunities, production, programming, promotion, sales, announcing, broadcast equipment operation, news and sports casting, broadcast regulations and laws, station organization, technical oral/written communication, and listening skills. Instructional strategies may include a hands-on school-based enterprise, real and/or simulated occupational experiences, such as the operation of an in-school radio, television, telecommunications, or distance learning studio, job shadowing, field trips, and internships.

- Recommended Grade Level: 10-12
- Recommended Prerequisites: Strong Communication Skills, Mass Media, Computer Applications
- Credits: A two- to eight-credit course over two to eight semesters. May be offered over two- or three-years by titling the course Beginning, Intermediate, or Advanced
- A Core 40, Core 40 with Academic Honors, and Core 40 with Technical Honors diploma elective and directed elective course
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Course content standards and performance expectations:
<http://www.doe.state.in.us/octe/bme/curriculum/contentstandardsme.htm>
- Teacher Requirements: Appropriate occupational specialist (CTE) license required
<http://doe.state.in.us/dps/licensing/assignmentcode>
- Funding: State Additional Pupil Count (APC) vocational funding available and must be taught by a vocationally licensed marketing teacher <http://ideanet.doe.state.in.us/octe/>
- Career Clusters: Recommended for career pathways in the following career clusters:
 - Arts, A/V Technology & Communications
 - Marketing, Sales & Service

SPORTS, RECREATION, AND ENTERTAINMENT MARKETING

5984

CIP Code: 52.1910 Hospitality and Recreation Marketing Operations

Sports, Recreation, and Entertainment Marketing is a specialized marketing course providing students with the opportunity to apply marketing principles in the fields of Sports, Recreation, and Entertainment. Students will produce and market activities for athletic and entertainment programs at the high school. A plan to increase attendance and support for athletic and entertainment (music and theatre) functions in the school may be developed. The class may research and work with the private sector and community to help market recreation and entertainment programs. Instructional strategies may include computer/technology applications, event planning, real and/or simulated occupational experiences, and projects in the marketing functions such as those available through the DECA program of co-curricular activities.

- Recommended Grade Level: 11-12
- Recommended Prerequisite: Marketing Foundations
- Credits: A two- or four-credit course over two to four semesters
- A Core 40, Core 40 with Academic Honors, and Core 40 with Technical Honors diploma elective and directed elective course
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Course content standards and performance expectations:
<http://www.doe.state.in.us/octe/bme/curriculum/contentstandardsme.htm>
- Teacher Requirements: A vocationally licensed (CTE) marketing teacher must teach this course <http://doe.state.in.us/dps/licensing/assignmentcode>
- Funding: State Additional Pupil Count (APC) vocational funding available and must be taught by a vocationally licensed marketing teacher <http://ideanet.doe.state.in.us/octe/>
- Career Clusters: A recommended component for several career pathways in the Marketing, Sales & Service career cluster

DECA (An Association of Marketing Students) is a co-curricular, international youth organization with emphasis on developing civic consciousness, leadership skills, social intelligence, and vocational understanding within the student members. DECA offers a comprehensive program of competitive events that contribute to the development of skills necessary for careers in marketing, merchandising, management, and entrepreneurship. The DECA Competency-Based Competitive Events Program facilitates effective integration of DECA as an integral component of the total marketing education instructional program. Events are designed to enable students to engage in activities that will extend their interests and skills for careers in marketing and to measure, via performance indicators, the degree to which skills have already been acquired.